According to UN study

Latin America is seen as auto expansion site

NEW YORK. — Latin America will probably reap the benefits of expansion by major auto companies into new markets, according to a study by the United Nations Centre on Transnational Corporations.

An in-depth analysis of 22 auto makers also shows that General Motors and Ford Motor Co. are setting the pace "in terms of spreading their transnational network globally and moving toward a worldwide integration of operations."

The report noted that at the beginning of the 1980s, 22 transnational companies accounted for 90 percent of the total auto production. Within the group, 13 had foreign production facilities and all had foreign assembly in their own affiliates or licensees.

While the Centre predicts that many companies will spread their manufacturing globally, strategies for the main auto makers differ considerably. The two nations that show the greatest contrast in approach to world markets are the U. S. and Japan.

While the U. S. corporations are very active abroad, the Japanese have adopted a home-based production posture. As for the Western European companies, Volkswagen, according to the report, is the most active with a dominant position in Latin America.

The report went on to say that the French auto makers "are mainly concerned with consolidating their operations in Europe and establishing a foothold in the U. S." Their operations in developing countries are mainly in Latin America.

Of the two Italian auto makers, only Fiat is active abroad and the Centre reported that "Fiat is concerned with reestablishing its domestic viability and, except for its operations in Brazil and Argentina, seems to have given up major transnational manufacturing ventures."

Western European producers are threatened within their home markets by two forces, the Centre said: The development of world cars by the U. S. manufacturers and the success of the Japanese in exporting to Europe.

While the Centre could not be sure what the response of these corporations and nations would be to this threat, it did say that "a mixture of innovation, relocation, mergers and retrenchment supported by protectionist moves to stave off the most severe competitive pressures may be predicted."

The Centre said that Latin America, particularly the larger, more developed countries, will reap the benefits of the expansion by the auto transnational corporations. It stressed that this would be followed "much farther behind" by the industrialized nations of Asia, Africa and the less developed Latin American nations. The Latin American nations that seem to be specifically targeted for growth are Brazil, Mexico and Argentina.

But the Centre noted that the Japanese, while developing foreign activity, "may well tend to rely more on the developing countries of Southeast Asia and Africa than U. S. firms have done."

McDermott Chevrolet goes bananas

An ad in a New Haven (Conn.) paper read: " '75 Datsun 710, 4-door—yours at McDermott for only $1,572 bananas." The ad caught the eye of high school student Anne Munroe, who telephoned McDermott Chevrolet to ask if she could really purchase the car for 1,572 bananas. When told that she could, she purchased the bananas for $250 and traded them for the car. The bananas have been donated to charity.

2,764 vehicles recalled in three Ford actions

DEARBORN. — In three separate actions, Ford Motor Co. is recalling 2,764 cars, light trucks and four-wheel-drive vehicles.

Ford is recalling 1,923 of its 1983 F-250/350 Series light trucks built at the Kansas City Assembly Plant and equipped with 6.9-liter diesel engines for replacement of bolts that attach sound insulation to the left front apron.

"The bolt is too long and could contact and damage the fuel line in a severe front-end collision," said John P. King, service engineering manager, Ford Parts and Service Division. If fuel line damage resulted in fuel leakage, there would be danger of a fire.

Ford is also recalling 544 '82 Ford Granadas and Mercury Cougars with 2.3-liter propane-fuel engines for inspection, and, if necessary, replacement of the fuel tank retaining strap.

King said that a supplier shipped straps with inadequate spot welds, which could cause the tank to drop out of position. Fuel leakage could then occur and the potential for a fire would exist, he said.

In the third action, Ford is recalling 297 '83 Ford F-250 and F-350 Series 4WD vehicles with 6.9-liter or 7.5-liter engines for possible installation of a new bolt and nut in the vehicle frame.

"A Ford supplier shipped frames to our Twin Cities (St. Paul) Assembly Plant that may have included an incorrect rivet at the joint attaching the main crossmember to the left siderail and steering gear liner," King said.

Ford has also notified the owners of 11,719 '83 Ford LTD and Mercury Marquis cars that it will install luggage compartment decklid lamps.

Standard equipment on the LTD and Marquis, these lamps were inadvertently omitted during early 1983-model production at the Chicago Assembly Plant, according to King.

U. S. vehicles are prizes in Arizona lottery

PHOENIX. — Arizona's Cash & Cars lottery is offering 191 new, American-made vehicles from 28 dealerships throughout the state as prizes.

Players who get three car symbols on their $2 lottery ticket choose another ticket from a drum at the lottery office which determines what car has been won.

If a person refuses to accept one of the more expensive cars, cash will be given so that a lower-priced car can be purchased.

In addition to the new car offered to the instant winners, an estimated 25 percent of the retail price of the car will be given in cash to cover income tax, license and fees.

Study sees little 1983 recovery, but 1984-85 looks good

Overseas auto outlook called flat

LONDON. — The short-term fundamentals of the world economy provide little support for a recovery in the car industry during 1983, according to a report by Data Resources International (DRI), formerly Economic Models Ltd.

With the exception of North America, where gathering recovery will prompt a reversal of trends, the report said, the current year will prove little better than 1982.

Japan will see volume increase, although growth will be modest and from a high base, DRI said. For Europe, unemployment, energy and car prices will be the major issues affecting car purchase and ownership over the forecast period. With sales momentum slowing in France and Italy this year, total European sales and production will barely exceed last year's total, according to the study.

Recent product spending by the industry stands starkly against the constrained short-term-demand outlook, the report continued. Overcapacity will make it impossible for some participants to earn an adequate return on this investment, it said.

DRI said, however, that the medium-term outlook provides a brighter prospect. As the North American recovery gathers pace and that of Europe follows, the industry will draw sustenance from its traditional areas of strength.

World economic recovery will allow the strong underlying demand for private transportation to be translated into new high levels of car sales, DRI said, adding that as consumer confidence is restored, 1984 and 1985 will witness a strong recovery for the industry.

The report said that in Germany, with the outlook for private consumption weak, and unemployment rising, short-term indicators argue against any rapid turnaround in car demand. The domestic market will improve this year by 3.1 percent, DRI predicted, but real growth in domestic demand will not occur before 1985.

The car market is in the forefront of French sectors bearing the brunt of the government's new austerity package, and the French consumer will be unable to finance sales volumes approaching last year's record levels, according to DRI.

Growth in the car population will slow substantially in the 1980s from its trend growth rate of the 1970s, although car densities will exceed 420 cars per thousand population by 1988 as falling and stable energy prices help maintain the impetus of motorization, according to DRI.

The current sales boom in the UK, DRI said, is supported mainly by the private purchaser, enticed by HP deregulation, low interest rates and incentive campaigns.

UK manufacturers are far from happy with the profit implications of the incentive measures; unlike the situation in the U. S. — where incentives are also rife — it is record sales which are being made unprofitably in the UK, not sales 40 percent below trend, the report said.

• As for Italy, the report said 1983 will witness a further contraction of new-car sales from the record levels of two years ago, a payback on the circumstances which maintained volumes late into the Italian recession: Low car prices, inflationary pre-buying and strong replacement demand.

The Spanish car market will continue to underperform its long-term potential as economic performance remains weak over the next five years, DRI predicted. Slow growth of the market has dismayed the multinationals; when the General Motors investment in the S-car plant was first proposed, it was expected that the Spanish market would reach one million units annually by the mid-1980s.

In the short term, DRI takes a fairly conservative view of the prospects for a strong recovery in U. S. car sales. Loan rates for car purchases will barely change, and with the slow economic recovery making no impact on unemployment, the industry will suffer a payback from recent promotions featuring cut-rate financing and lower prices.

DRI expects the recovery of the U. S. car market only to appear in earnest in the third and final quarters of 1983.

The period of rapid growth of the Japanese automotive industry has been brought firmly to a close with the current worldwide recession, the report explained. Growing maturity of the Japanese marketplace, combined with slower world growth, trade restrictions and a higher yen in export markets, will slow the progress of the Japanese industry throughout the forecast period, DRI said.

The aero look

Ford Motor Co.'s 1984 Mark VII will feature new aerodynamic headlamps with replaceable bulbs. The application is made possible by a change in the federal headlamp standard.

ITT names three to expanded roles

BLOOMFIELD HILLS, Mich. Charles L. Peters, Vincenzo Russo and Edgar C. Setter have been appointed to positions of greater responsibility at ITT Corp.

Peters was named group general manager of Higbie Industries, Rochester, Mich., with responsibility for operations of Aimco, Higbie Manufacturing, Lester Industries and Suspension Systems.

Russo was appointed group general manager of Hancock Industries, Ann Arbor, Mich., with responsibility for operations of Automotive Electrical, Hancock Engineered Products, Milrod Metal Products, Thompson Metals and United Plastics.

Setter, president and general manager of ITT Automotive Distributors, Cedar Knolls, N. J., was assigned additional operational responsibility for Western Automotive Warehouse Distributors.

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58th year — No. 4971

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Month's new-car tally is 724,911

March registrations top '82 by 15.86 pct.

By Jenny L. King
Staff Writer

New-car registrations in March were up a sizzling 27.48 percent over February's level and were up a respectable 15.86 percent over March of 1982, but they were down compared with the month in 1981 and the years preceding that backing up to 1975.

Figures compiled by R. L. Polk & Co. revealed a March, 1983, new-car-registration total of 724,911, up 27.48 percent from 568,663 a month earlier, and up 15.86 percent from 625,964 in March a year ago.

Domestic registrations reached 505,677, up 30.37 percent from 387,874 in February. They were 12.34 percent ahead of the 450,-119 posted for the month in 1982.

Imports claimed 30.24 percent of the total market, according to the Polk figures, a record for the month. Registrations of new imports numbered 219,234, up 24.86 percent from 175,575 the preceding year.

Chrysler Corp. and the imports were the only segments to enjoy a gain in market share this March compared with a year earlier. Chrysler was up 1.65 percentage points, to 10.47 percent from 8.82 percent. Imports accounted for 30.24 percent, up 2.18 percentage points from 28.06 percent.

General Motors dropped 2.12 percentage points in March, to 42.16 percent from 44.28 percent. Ford Motor Co.'s 16.33-percent share was down 1.18 percentage points from 17.51 percent. American Motors was limited to 0.79 percent, compared with 1.29 percent in 1982, and miscellaneous domestics accounted for 0.01 percent, down from 0.04 percent.

(Editor's Note: Polk counts Renault Alliance as an import instead of including it in the AMC total. Polk also counts the Volkswagen Rabbit as an import.)

Of the domestics-only market, 60.43 percent belonged to GM in March, down from 61.55 percent a year ago. Ford had 23.42 percent, down from 24.34 percent; Chrysler was up 15.01 percent from 12.26 percent; AMC dropped to 1.13 percent from 1.80 percent, and miscellaneous domestics pinched off just 0.01 percent, down from 0.05 percent.

• In March, imports claimed the biggest segment of the market-class total, with 30.24 percent. Second were intermediates at 25.12 percent, followed by compacts at 15.94 percent, standards at 13.83 percent, subcompacts at 9.71 percent and luxuries at 5.16 percent.

A year earlier the breakdown was: Imports at 28.06 percent, intermediates at 20.14 percent, compacts at 20.18 percent, standards at 9.06 percent, subcompacts at 17.78 percent and luxury models at 4.78 percent.

Total registrations for the first quarter of 1983 were up 12.39 percent, to 1,888,868 from 1,680,-629 last year. New domestics were up 9.76 percent, to 1,297,-807 from 1,182,356. Imports were up 18.62 percent, to 591,061 from 498,273.

During the first three months of 1983, Chrysler Corp. and the combined imports claimed greater shares of the total than they did a year earlier. Chrysler was up 0.89 percentage points, to 9.33 percent from 8.44 percent, and imports gained 1.64 percentage points, climbing to 31.29 percent from 29.65 percent.

In contrast, GM dropped 1.94 percentage points, to 41.84 percent from 43.78 percent; Ford was off 0.06 percentage points, to 16.67 percent from 16.73 percent; AMC dropped to 0.86 percent from 1.37 percent.

NEW-CAR MARKET SHARES IN U. S.

	MARCH					TWO MONTHS				
	Regis., March, 1983	Percent Share of Market	Regis., March, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 3 months, 1983	Percent Share of Market	Regis., 3 months, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	97,911	13.51	103,848	16.60	— 3.09	260,970	13.82	276,548	16.45	— 2.63
Ford	80,792	11.15	76,315	12.20	— 1.05	214,917	11.38	194,553	11.58	— 0.20
Oldsmobile	79,992	11.03	62,459	9.98	+ 1.05	198,970	10.53	161,004	9.58	+ 0.95
Buick	66,098	9.12	54,819	8.76	+ 0.36	168,101	8.90	145,747	8.67	+ 0.23
Pontiac	38,231	5.27	39,721	6.35	— 1.08	100,698	5.33	102,327	6.09	— 0.76
Mercury	29,828	4.11	26,861	4.29	— 0.18	78,298	4.14	70,125	4.17	— 0.03
Dodge	26,740	3.69	21,336	3.41	+ 0.28	65,582	3.47	55,265	3.29	+ 0.18
Plymouth	26,733	3.69	22,086	3.53	+ 0.16	59,109	3.13	56,716	3.38	— 0.25
Cadillac	23,377	3.22	16,219	2.59	+ 0.63	61,604	3.26	50,183	2.99	+ 0.27
Chrysler	22,417	3.09	11,766	1.88	+ 1.21	51,552	2.73	29,803	1.77	+ 0.96
Lincoln	7,792	1.07	6,463	1.02	+ 0.05	21,712	1.15	16,544	0.98	+ 0.17
AMC	5,717	0.79	8,080	1.29	— 0.50	16,122	0.86	23,008	1.37	— 0.51
GENERAL MOTORS	305,609	42.16	277,066	44.28	— 2.12	790,265	41.84	735,809	43.78	— 1.94
FORD MOTOR CO.	118,412	16.33	109,540	17.51	— 1.18	314,927	16.67	281,222	16.73	— 0.06
CHRYSLER CORP.	75,890	10.47	55,188	8.82	+ 1.65	176,243	9.33	141,784	8.44	+ 0.89
AMC	5,717	0.79	8,080	1.29	— 0.50	16,122	0.86	23,008	1.37	— 0.51
IMPORTS	219,234	30.24	175,575	28.06	+ 2.18	591,061	31.29	498,273	29.65	— 1.64
MISCELLANEOUS	49	0.01	245	0.04	— 0.03	250	0.01	533	0.03	— 0.02
TOTAL	724,911		625,694			1,888,868		1,680,629		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MARCH '83 VS. MARCH '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	694	2,034	1,968	4,998
Concord	1,289	3,793	2,136	5,341
Concord SW	510	1,902	624	2,560
Eagle 4WD	350	980	503	1,668
Eagle 4WD SW	2,184	5,469	1,695	4,858
Eagle SX4 4WD	690	1,944	1,154	3,583
TOTAL AMC	5,717	16,122	8,080	23,008
Chrysler LeBaron FWD	6,363	15,073	6,156	16,002
LeBaron SW FWD	933	2,136	229	274
E Class/NY FWD	5,852	13,052		
Cordoba	1,575	3,495	1,204	3,435
NY Fifth Ave.	7,489	17,250	3,909	9,380
Imperial	205	546	268	712
Total	22,417	51,552	11,766	29,803
Plymouth Horizon FWD	4,075	9,580	7,680	20,288
Turismo FWD	2,856	6,604	373	978
Reliant FWD	13,038	28,065	8,940	23,561
Reliant SW FWD	4,801	10,341	3,664	8,658
Gran Fury	1,963	4,419	1,429	3,231
Total	26,733	59,109	22,086	56,716
Dodge Omni FWD	3,727	8,888	6,482	17,103
Charger FWD	3,117	7,341	995	2,764
Aries FWD	7,703	20,330	6,478	17,249
Aries SW FWD	3,444	8,319	2,945	6,877
Dodge 400 FWD	3,155	7,544	1,926	4,908
Diplomat	2,396	5,474	1,830	4,563
Diplomat SW			13	42
Mirada	524	1,289	667	1,759
Dodge 600 FWD	2,674	6,397		
Total	26,740	65,582	21,336	55,265
TOTAL CHRYSLER CORP.	75,890	176,243	55,188	141,784
Ford Escort FWD	20,988	55,500	21,420	55,970
Escort SW FWD	7,928	19,900	6,667	18,369
EXP FWD	1,948	5,114	4,350	10,278
Fairmont	7,867	28,957	11,268	27,645
Fairmont SW			460	1,539
Tempo FWD		2		
Granada			6,792	17,800
Granada SW			2,940	7,654
LTD	9,148	27,947		
LTD SW	3,777	10,616		
LTD '82			3,700	8,871
LTD Crn. Victoria	9,839	24,531	3,072	5,490
LTD Crn. Victoria SW	2,151	6,026	1,460	3,952
Mustang	10,209	26,708	11,101	24,701
Thunderbird	6,927	9,616	3,085	9,284
Total	80,792	214,917	76,315	194,553
Lincoln Town Car	3,897	10,853	2,168	5,382
Mark VI	2,330	6,339	1,708	4,616
Continental	1,565	4,520	2,488	6,546
Total	7,792	21,712	6,364	16,544
Mercury Lynx FWD	4,959	13,282	7,146	17,260
Lynx SW FWD	1,441	4,157	1,880	4,903
LN7 FWD	572	1,704	1,615	3,817
Capri	2,061	6,132	2,981	5,828
Zephyr	2,625	8,709	3,027	8,580
Zephyr SW			179	604
Cougar			2,697	8,037
Cougar SW			1,143	3,029
Marquis	3,624	11,010		
Marquis SW	1,038	3,216		
Marquis '82			661	1,664
Marquis Brougham '82			1,243	3,588
Grand Marquis	8,501	21,868	2,474	6,447
Marquis '82 SW/G Marquis SW	1,191	3,171	632	1,845
XR7	3,816	5,049	1,203	3,523
Total	29,828	78,298	26,861	70,125
Lincoln Mercury Div. Total	37,620	100,010	33,225	86,669
TOTAL FORD MOTOR CO.	118,412	314,927	109,540	281,222

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	8,947	22,290	16,501	40,911
Skyhawk FWD	5,066	12,872	2,607	3,148
Skyhawk SW FWD	942	2,137		
Century FWD	9,834	26,164	7,382	15,331
Regal	18,706	47,574	14,071	43,559
Regal SW	1,209	3,202	869	2,588
LeSabre	3,292	8,138	1,866	5,516
LeSabre Limited	7,043	17,128	3,838	11,285
Electra	5,583	14,363	3,699	11,474
Buick SW	1,703	3,910	1,017	2,883
Riviera FWD	3,773	10,323	2,969	9,052
Total	56,098	168,101	54,819	145,747
Cadillac deVille	10,340	26,612	6,405	20,567
Cimarron FWD	1,682	4,494	1,350	3,832
Fleetwood & Chas.	3,663	10,063	2,478	8,662
Eldorado FWD	5,271	14,064	3,809	11,538
Seville FWD	2,421	6,371	2,177	5,584
Total	23,377	61,604	16,219	50,183
Chevrolet Chevette	14,833	39,476	21,458	58,333
Camaro	13,264	35,184	11,280	23,619
Cavalier FWD	11,293	27,912	10,388	22,547
Cavalier SW FWD	4,028	9,488	2,796	6,146
Citation FWD	8,178	26,121	20,350	59,661
Malibu	4,915	12,327	5,804	17,974
Malibu SW	4,683	11,773	2,281	7,545
Celebrity FWD	9,781	28,728	6,481	13,404
Monte Carlo	7,789	21,141	5,985	21,918
Impala	3,745	9,499	4,229	11,373
Caprice	9,957	25,232	7,150	20,485
Chevrolet SW	4,477	10,959	2,947	8,773
Corvette	968	3,130	1,696	4,770
Total	97,911	260,970	103,848	276,548
Oldsmobile Omega FWD	4,329	11,147	8,452	20,858
Firenza FWD	2,332	6,413	1,973	2,455
Firenza SW FWD	906	2,087		
Cutlass Ciera FWD	12,496	31,714	9,314	18,485
Cutlass Sup/Calais	26,340	63,414	20,799	57,890
Cutlass SW	1,856	4,799	1,711	4,485
Delta 88	806	1,943	766	2,225
Delta Royale	16,592	40,570	9,784	26,078
98	9,188	23,589	5,874	17,957
Oldsmobile SW	2,193	5,403	1,382	3,953
Toronado FWD	2,954	7,813	2,404	6,618
Total	79,992	198,892	62,459	161,004
Pontiac 1000	2,531	7,790	5,870	15,075
Firebird	7,367	20,549	6,826	14,320
2000 FWD	5,561	13,131	4,779	11,221
2000 SW FWD	905	2,257	777	1,726
Phoenix FWD	2,353	7,289	5,689	15,911
Bonneville	5,458	13,379	4,670	12,978
Bonneville SW	1,083	2,896	1,008	3,026
6000 FWD	5,877	15,728	3,328	7,254
Grand Prix	7,096	17,679	6,103	17,948
Catalina			76	310
Bonneville '81			288	1,213
Bonneville Brougham '81			231	1,027
Pontiac SW			76	318
Total	38,231	100,698	39,721	102,327
TOTAL GM CORP.	305,609	790,265	277,066	735,809
(Checker)	28	183	223	467
Miscellaneous Domestic	49	250	245	533
Domestic Station Wagon Total	53,383	134,164	39,395	106,607
Domestic Grand Total	505,677	1,297,807	450,119	1,182,356
Import Total	219,234	591,061	175,575	498,273
Grand Total All Registrations	724,911	1,888,868	625,694	1,680,629

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Greenwald slaps government spending

Auto appreciation week in Missouri

ST. LOUIS. — During Missouri's Automotive Appreciation Week, Gov. Christopher Bond stepped up efforts to attract more suppliers to the state.

One of the week's events was a banquet attended by more than 800 people at which Gerald Greenwald, vice chairman of Chrysler Corp., spoke.

Greenwald lashed out sharply at critics of the U. S. auto industry, saying that "quietly it has become one of the country's leading high-tech areas."

Greenwald expressed his fear that Washington would spend the country into another downturn.

"It really is time that somebody locked up the Federal Government's charge card," he said.

"There will never be certainty in the credit markets, or in the minds of the consumers, until the government gets out of the business of being the nation's largest and most reckless borrower.

"These days, it's not often that people in any industry hear a simple, heartfelt 'thank you' for the work they do that helps provide Americans with the dignity of a well-paying-job," Greenwald said.

"The auto industry isn't the only party deserving of praise tonight," Greenwald said. He said that everyone in Missouri deserves to share in the achievement of returning the state to the No. 2 position in automotive production and helping to create or preserve 100,000 auto-related jobs.

Greenwald declared that Chrysler was "turned around" because everybody who had an interest in the company's survival stuck to a formula of hard work and equality of sacrifice.

• "The auto industry learned quite a few lessons in the last four years, and some of them were very painful," he said. "And nobody learned more lessons than Chrysler did.

"But when you stop to think about it, the industry has responded with phenomenal speed in fixing its problems over which we have control. We fixed them by looking reality squarely in the face, and then acting . . . in record time," he said.

However, Greenwald was worried "about what's in store for us in a couple of years. Will the next dip in the business cycle be the one that does in the auto industry? The steel industry? Textiles?

"It could happen — and quicker than we might imagine — unless Washington faces up to three major and unaddressed problems left over from this last recession: Budget deficits, energy and trade," he said.

Greenwald's remarks culminated a busy day for Gov. Bond, who hosted management and labor executives through assembly plants in Kansas City and St. Louis.

Accompanying Bond on the plant tours was Owen Bieber, UAW president, who promised to continue efforts for local auto content and not yield to any concessions in wage bargaining.

Bond said, "The new spirit that's emerged in Missouri will strengthen Missouri's No. 2 role in the nation's auto industry. The most important factor in the success of the auto industry in this state is the pride and productivity of Missouri workers."

During Automotive Appreciation Week, opportunities in the state were pointed out to out-of-town suppliers.

"In order to do business with automotive manufacturers who have adopted the just-in-time system, suppliers must locate their operations near the assembly plant," Bond said.

V. J. Adduci, MVMA president, and Howard H. Kehrl, General Motors vice chairman, also participated in the events of the week.

Missouri sends trees to Detroit makers

ST. LOUIS.—Missouri Gov. Christopher Bond dispatched eight hawthorn trees to be planted at General Motors, Ford Motor Co., Chrysler Corp. and American Motors.

It is hoped that the trees, which bear the Show-Me-State's flowers, will thrive in their new environments and act as a symbolic link between St. Louis and Detroit.

Hawaii calls

Gerald H. Cutler, center, attended signing ceremonies on the mainland marking the opening of his new Chevrolet dealership, Rainbow Chevrolet, Inc., Honolulu. Sharing the occasion were George C. Davis, left, assistant zone manager, and Dan S. West, Oakland zone manager.

factories list auction dates

American Motors

June 7 — D-A Auto Auction, New Stanton, Pa.

June 8 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

June 9—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 10—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 14—Aptco Auto Auction, Taylor, Mich.

June 15—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 16—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

June 21 — D-A Auto Auction, New Stanton, Pa.

June 22 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

June 23—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 24—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 28—Aptco Auto Auction, Taylor, Mich.

June 29—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Used Car Sales

Auction Averages

June to date	$4,999
Month ago	$4,914
Year ago	$4,625

Model breakdown

Auction Averages

	JUNE TO DATE	MAY	APRIL
1983	$10,808	$10,203	$ 8,595
1982	7,851	8,011	8,142
1981	6,273	6,258	6,140
1980	4,766	5,198	5,342
1979	4,453	4,630	4,498
1978	3,233	3,444	3,511
1977	2,895	2,705	2,828
1976	2,140	2,199	2,012
Overall Average	$ 4,999	$ 5,173	$ 5,069

IMPORT SALES BY MODEL: April '83 vs. April '82

	April, 1983	April, 1982	4 mos., 1983	4 mos., 1982
Alfa Romeo	289	175	898	572
Audi	3,392	3,823	12,735	14,899
4000	1,103	1,175	3,659	4,322
4000d	108	237	640	1,143
5000	1,025	1,423	4,070	5,541
5000d	.....	178	.....	866
5000 Turbo	237	362	907	1,654
5000d/TD	632	80	2,152	80
Coupe	220	368	1,013	1,293
Quattro	23	.....	200	.....
Tourist	44	.....	94	.....
BMW	3,334	4,234	15,941	15,788
320	1,372	2,939	8,912	10,477
528	1,250	878	4,554	3,502
633	247	141	832	592
733	465	276	1,643	1,217
Chrysler/Mitsubishi	6,913	5,411	29,893	33,636
Colt	4,546	3,607	20,945	24,891
Sapporo	1,019	728	3,876	3,826
Challenger	1,348	1,076	5,072	4,919
DeLorean	.....	157	.....	981
Fiat	773	1,953	2,541	6,824
Strada	55	653	242	2,712
Brava	10	423	61	1,368
X-1/9	214	327	685	1,027
Spider	494	550	1,553	1,717
Honda	27,276	30,936	115,692	125,196
Civic	10,512	16,932	48,128	68,182
Accord	14,565	10,631	64,983	43,483
Prelude	2,199	3,373	2,581	13,531
Isuzu	989	1,020	6,657	4,467
Jaguar	1,536	933	4,494	2,778
Lancia	100	112	334	269
Mazda	13,817	12,448	59,300	50,854
GLC	4,323	4,124	16,851	17,803
626	4,751	3,997	23,569	16,663
RX-7	4,743	4,327	18,880	16,388
Mercedes-Benz	6,309	5,869	22,322	20,864
240D	1,275	1,385	4,346	5,193
300D	1,616	1,238	5,907	4,407
300CD	162	169	568	591
300TD	231	241	839	1,031
300SD	1,617	1,546	5,344	5,182
280E	.....	4	.....	25
280CE	.....	.....	.....	1
380SEL	413	356	1,685	1,077
380SL	841	737	3,045	2,711
380SEC	154	191	587	638
Miscellaneous	0	2	1	8
Mitsubishi	1,858	.....	8,949	.....
Starion	480	.....	1,746	.....
Cordia	606	.....	3,610	.....
Tredia	772	.....	3,593	.....
Nissan	41,111	28,448	176,844	144,113
210	46	10,929	336	48,125
Sentra	15,620	.....	72,503	.....
310	188	3,077	1,754	18,646
Pulsar	4,697	.....	19,828	.....
Stanza	4,811	3,428	19,541	19,488
Maxima	5,798	3,174	22,202	15,142
200SX	3,244	3,455	14,757	19,307
280ZX	6,486	4,130	24,511	21,639
Hawaii	221	205	1,412	1,046
Other	.....	.....	.....	390
Peugeot	1,126	1,270	4,887	4,701
504D	48	134	321	570
505	733	400	2,815	1,257
505D	20	90	115	437
505TD	263	548	1,378	2,097
604TD	29	66	188	256
Tourist	33	32	70	84
Porsche	2,365	1,343	7,307	4,311
924	.....	424	.....	1,337
924 Turbo	.....	130	.....	509
944	1,414	99	3,938	99
911SC	382	497	1,660	1,546
911 Cabriolet	245	.....	469	.....
928	234	193	1,039	820
Tourist	90	.....	201	.....
Renault	3,082	4,482	9,012	11,933
Le Car	1,491	1,196	4,163	5,563
18i	262	1,916	983	5,000
Fuego	1,329	1,370	3,866	1,370
Saab	2,773	1,534	8,772	5,462
900	751	364	2,255	1,377
900S	792	341	2,276	1,058
Turbo	1,201	808	4,155	2,982
Tourist	29	21	96	45
Subaru	13,452	11,667	52,094	49,319
Toyota	39,530	40,964	175,484	167,117
Starlet	677	1,660	3,866	6,577
Corolla	9,439	13,115	45,338	54,918
Tercel	10,070	9,299	52,935	40,183
Celica	8,241	10,312	36,496	39,473
Supra	2,433	2,956	11,049	10,510
Corona	.....	238	12	2,945
Cressida	3,047	2,757	12,890	9,989
Land Cruiser	383	310	1,743	1,060
Hawaii	375	317	1,614	1,462
Camry	4,865	.....	9,541	.....
Volkswagen	5,870	5,680	26,607	21,294
Rabbit Convertible	893	844	3,842	2,821
Jetta	1,650	1,680	6,643	6,768
Vanagon	1,045	1,206	4,726	3,976
Quantum	1,355	813	5,974	2,629
Dasher	.....	71	.....	445
Scirocco	927	1,066	5,422	4,654
Volvo	8,172	7,374	31,103	27,385
DL	4,093	4,298	15,685	15,451
GL	1,348	940	5,952	3,873
GLT	.....	11	.....	183
GLT Turbo	1,121	1,016	4,312	3,896
GLE	13	166	174	864
DL Diesel	.....	43	.....	299
GL Diesel	405	759	1,967	2,390
Coupe	2	14	8	57
760 Gas	710	.....	1,583	.....
760 TD	217	.....	729	.....
Tourist	263	127	693	372
TOTAL IMPORTS	184,067	169,833	771,866	712,763

30.24 percent of March registrations

Import market share reaches peak

By Jenny L. King
Staff Writer

Registrations of new imported cars took a record share of the total U. S. market in March and climbed to 31.29 percent of the three-months market, according to figures compiled by R. L. Polk & Co.

Import registrations of 219,234 in March, 1983, represented 30.24 percent of the month's total new-car registrations. It was a record penetration, wiping out the former March high of 28.06 percent set a year earlier when registrations totaled 175,575.

In numbers alone, import registrations were up 24.87 percent in March, to 219,234 from 175,575.

Year-to-date import registrations totaled 591,061 through March 31, 1983, representing 31.29 percent of the total and up 18.62 percent from 498,273 for the same period a year ago. First-quarter market penetration last year was 29.65 percent.

R. L. Polk & Co. counts U.S.-built Volkswagen Rabbits, American Motors/Renault Alliances and Ohio-built Honda Accords as imported passenger cars, and now includes a U. S. category in its countries-of-origin breakout. AUTOMOTIVE NEWS retail sales figures enumerate these domestic-built products as domestics. Polk also separates Alliance from other Renault products.

In March of this year, Nissan slipped past Toyota to capture first place among the imports. Nissan claimed 20.82 percent of the import market, up 2.01 percentage points from 18.81 percent a year earlier. Toyota dropped 2.52 percentage points, to 20.52 percent from 23.04 percent.

• Third-place Honda lost 2.12 percentage points, Mazda was off 0.38 percentage points and had fourth place, followed by Renault Alliance in fifth with 6.20 percent of the import market.

Subaru was sixth, Volkswagen was seventh, Volvo was eighth, Mercedes-Benz ninth and BMW 10th. Only Volvo increased its market share, up 0.29 percentage points.

The top 10 imports laid claim to 88.58 percent of the month's market, down from 89.66 percent a year earlier.

First-quarter import registrations were up 18.62 percent compared with 1982 totals, to 591,061 from 498,273.

First-place Toyota was down 1.50 percentage points, to 21.40 percent from 22.90 percent. Nissan gained 2.08 percentage points, climbing to 20.52 percent from 18.44 percent. Honda was off 2.84 percentage points, Mazda was up 0.16 percentage points, and Subaru was down 0.94 percentage points.

VW was off 1.43 percentage points, Volvo was up 0.13 percentage points, Mercedes was off 0.23 percentage points and BMW was up 0.17 percentage points. Renault Alliance joined the top 10, in sixth place, and Audi dropped out.

The major importers held 88.98 percent of the market, down from 89.88 percent last year.

• Japan remained the top U. S. importer, although it slipped to 73.45 percent from 77.61 percent of the market. The U. S. soared to second place with its 9.75 percent up dramatically from 4.60 percent. Germany was third at 9.73 percent this March compared with 9.93 percent for the month in 1982.

Numbers of imports from each country were as follows:

	March, 1983	March, 1982
Japan	161,017	136,261
United States	21,376	8,075
W. Germany	21,336	17,433
Sweden	9,812	6,925
France	3,600	4,180
Great Britain	1,125	620
Italy	910	1,846
Ireland	58	235

Statistics for registrations, country of origin, first quarter '83 compared with first quarter '82 were:

	3 Mos., 198'	3 Mos., 1982
Japan	437,868	387,306
W. Germany	59,528	50,925
United States	53,695	23,200
Sweden	24,959	19,461
France	9,644	10,612
Great Britain	2,999	1,755
Italy	2,227	4,072
Ireland	141	942

Registrations of new imported trucks in March dipped 0.72 percent, to 35,916 from 36,176. The breakout by major manufacturer was as follows:

	March, 1983	March, 1982
Toyota	11,533	11,194
Nissan	8,790	7,654
Mazda	5,726	2,816
Dodge Ram 50	2,339	4,302
Others	7,528	10,210
Total	35,916	36,176

Year-to-date truck registrations, January through March, were up 1.23 percent, to 102,371 from 101,125. Totals included.

	3 Mos., 1983	3 Mos., 1982
Toyota	33,208	30,698
Nissan	25,311	22,044
Mazda	13,675	.....
Ford Courier	7,563	10,309
Dodge Ram 50	.....	9,558
Others	22,614	28,516
Total	102,371	101,125

Profits grow for Ford Credit in Australia

MELBOURNE. — Ford Credit Australia capitalized on Australia's record vehicle market in 1982 with a pre-tax consolidated profit of $2 million for the year.

The company earned $1.8 million pre-tax in 1981.

The continued improvement followed a bad year in 1980 when large credit losses led Ford Credit in the U. S. to inject a "profit maintenance payment of $3.3 million and act as guarantor for Ford Credit Australia to maintain the Australian offshoot's position as a public borrower.

In 1980, operating profit was $1.5 million. After allowing for the $3.3 million injection the effective loss was $1.8 million.

Finance industry observers say the improved public confidence that followed the decision of the U. S. parent to act as guarantor for Ford Credit Australia was a major factor in the company's improved results.

Ford Crelit Australia's managing director, Mike Auld, said that in line with the record year for the industry in Australia, and with the leadership gained by Ford vehicles, Ford Credit's gross financing volume reached $690 million and the level of gross receivables rose to $397 million at year end, an increase of 23 percent over 1981.

TOP CARS

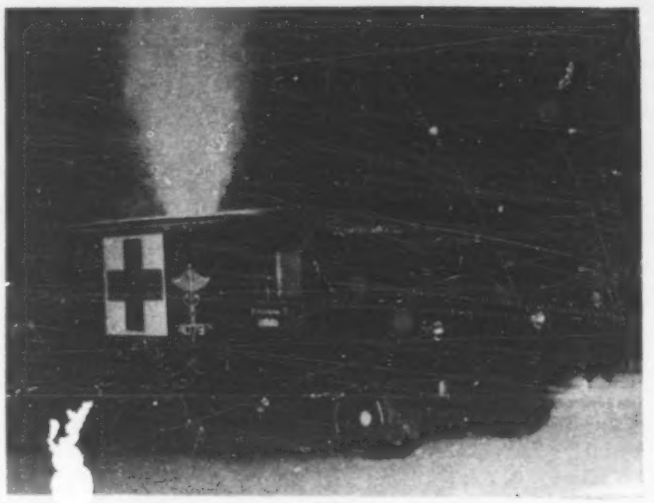
U. S. registrations for the first three months of 1983. Registrations not available for Oklahoma.

1983 Position		Make	1982 Position
1—	260,970	Chevrolet	276,548— 1
2—	214,917	Ford	194,553— 2
3—	198,892	Oldsmobile	161,004— 3
4—	168,101	Buick	145,747— 4
5—	126,496	Toyota	114,120— 5
6—	121,313	Nissan	91,881— 7
7—	100,698	Pontiac	102,327— 6
8—	87,831	Honda	88,207— 8
9—	78,298	Mercury	70,125— 9
10—	65,582	Dodge	55,265—11
11—	61,604	Cadillac	50,183—12
12—	59,109	Plymouth	56,716—10
13—	51,552	Chrysler	29,803—16
14—	40,395	Mazda	33,242—15
15—	33,974	Subaru	33,333—14
16—	33,281	Alliance	....
17—	33,203	Volkswagen	35,121—13
18—	21,712	Lincoln	16,544—18
19—	19,504	Volvo	15,785—19
20—	16,174	Mercedes	14,782—20
21—	16,122	AMC	23,008—17
22—	13.779	BMW	10,774—21
...	.....	Audi	10,611—22
		Other	
	65,111	Imports	50,417
	250	Misc. Domestic	533
	1,888,868	TOTAL	1,680,629

IMPORT REGISTRATION SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis., March, 1983	Percent Share of Market	Regis., March, 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 3 mos., 1983	Percent Share of Market	Regis., 3 mos., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Nissan	45,635	20.82	33,021	18.81	+ 2.01	126,496	21.40	114,120	22.90	— 1.50
Toyota	44,978	20.52	40,453	23.04	— 2.52	121,313	20.52	91,881	18.44	+ 2.08
Honda	32,295	14.73	29,583	16.85	— 2.12	87,831	14.86	88,207	17.70	— 2.84
Mazda	14,863	6.78	12,582	7.16	— 0.38	40,395	6.83	33,242	6.67	+ 0.16
Alliance	13,591	6.20	.....	.....	.....	33,974	5.75	33,333	6.69	— 0.94
Subaru	12,734	5.81	11,606	6.61	— 0.80	33,281	5.63	.....	.....	.....
VW	12,373	5.64	12,174	6.93	— 1.29	33,203	5.62	35,121	7.05	— 1.43
Volvo	7,704	3.51	5,659	3.22	+ 0.29	19,504	3.30	15,785	3.17	+ 0.13
Mercedes	5,608	2.56	4,824	2.75	— 0.19	16,174	2.74	14,782	2.97	— 0.23
BMW	4,408	2.01	3,896	2.22	— 0.21	13,779	2.33	10,774	2.16	+ 0.17
Audi	.....	.....	3,629	2.07	.....	.....	.....	10,611	2.13	.....
Others	25,045	11.42	18,148	10.34	+ 1.08	65,111	11.02	50,417	10.12	+ 0.90
TOTAL	219,234		175,575			591,061		498,273		
Share of U. S. Total		30.24		28.06			31.29		29.65	

Registrations for Oklahoma not available.



Olive drab monster

Art Arfons is running this jet-powered former Army ambulance in truck pulls around the country. Arfons, who drove his Green Monster home-built jet car to land speed records, is shaking the car down. He'll turn it over to his daughter who will compete in pulls—in a nurse's white uniform, according to Firestone Tire & Rubber Co., tire supplier to Arfons.

Debut of Tempo and Topaz finds dealers ecstatic

Continued from Page 1

ity of the cars and felt they'd do very well in their segment.

Closer to metro Los Angeles, Sachs Lincoln-Mercury had four Topazes and delivered three.

"The wiring was screwed up on one or we would have delivered that too," said General Manager Bob Sorenson.

He used adjectives like "great" and "super" to describe Topaz, but candidly admitted it was too early to tell what kind of import conquestor it might be.

In other parts of the country, some Ford dealers felt Tempo would eat into Escort sales, while others thought it would cut into Mustang and LTD. Most looked for some cannibalization to take place.

Ed Newman, Newman Ford, Salem, N. H., considered Tempo a better car than Escort.

He cited quality, performance and styling, adding: "The car looks smaller than it is. You don't realize it has room for five until you get in it."

Like other dealers, he felt getting people to test-drive the car was the key to selling it.

Newman's Tempos were stickered at $7,500-$8,000, and he said his "salesmen and customers perceive the car as an excellent value for the money. It's gotta be the best thing ever made."

• John Squires, general sales manager, Pasquin Ford, East Rutherford, N. J., said he'd like to see Topaz priced a little lower in relation to Escort.

He was one of the few who mentioned styling as being "a little controversial. People either love it or they don't."

He added, though, that "those who drove it seem to be impressed. Particularly with the automatic. It's much peppier than some of the other small-car automatics."

Peter Griffin, Griffin Ford, Greenwich, Conn., said, "We feel very good about the car, and very optimistic about its sales.

"I've been a Ford dealer for 25 years. If I see something I don't like, I'm not bashful about being critical. But everything I've seen has really turned me on. Ford has come out with some cars I had to walk away from, but this one I'm really proud of."

Customer reaction, he added, favored the four-door version. Tempo, he felt, was roomier, more comfortable, with better acceleration than Escort.

And Ron Yates, sales manager for Koons Ford, Falls Church, Va., said: "We can't get enough of them on the grounds. As soon as they come in, they're gone."

He predicted Tempo would account for 25-30 percent of his sales mix. The dealership retailed an unusually high 500 cars and trucks in May, and is one of Ford's top-volume dealers.

"The only problem is availability," Yates said. "We're the largest retail Ford dealership, and we have only one Tempo on the grounds.

"We've had nothing but good feedback from customers. It opened up a whole new range. We're getting a lot of traffic from people who aren't driving Fords," Yates concluded.

Sunrise dealer

Dennis Higginbotham, right, is the new dealer-operator of Sunrise Oldsmobile-Toyota, Inc., in Daytona Beach, Fla. Here he signs his Oldsmobile franchise agreement in the company of John Martabano, zone manager.

Makers schedule 128,868 cars; 15 plants work overtime

Holiday cuts week's car production

By Patricia Hoffman
Staff Writer

Last week's holiday offset overtime schedules at 15 assembly points, pulling domestic car production down 14.84 percent from the previous week's five-day total.

Output last week was slated at 128,868 units, down from the prior week's 151,322, but up 16.64 percent from the 110,481 units built in the comparable 1982 holiday period.

Breakdown for the week by company was: General Motors, 57.58 percent; Ford Motor, 23.50 percent; Chrysler Corp., 14.05 percent; American Motors, 2.67 percent; Volkswagen of America, 1.46 percent and Honda, 0.74 percent.

Year-to-date, the makers have assembled 2,741,097 automobiles, a 24.40 percent gain from last years 2,203,465.

All car facilities were idle last Monday (May 30) in observance of Memorial Day.

Daily overtime was scheduled last week at GM's Detroit point. The facility operated 24 additional minutes on each of two shifts.

Also on daily overtime was Chrysler Corp.'s Belvidere, Jefferson, Newark and St. Louis points. St. Louis worked one daily nine-hour shift Tuesday through Friday, while the other three facilities operated two daily nine-hour shifts four days last week.

Ford's Atlanta, Chicago, Lorain and St. Louis plants worked Saturday. Also working Saturday were GM's Lansing, Flint, Arlington, Fairfax, Lordstown and Baltimore plants.

All other facilities operated normal eight-hour shifts four days last week.

Car output rises to 24,023 in Canadian plants

Canadian auto production last week rose just 4.84 percent from the previous shortened holiday week's total due to downtime at Ford Motor's St. Thomas car assembly point. Truck output jumped 14.04 percent from the prior week's four-day figure.

The auto makers scheduled 24,023 units last week, up from 22,915 built during four days the previous week because of the Victoria Day holiday. Output also rose 12.33 percent from last year's 21,387.

The truck makers targeted 12,359 units last week, up from 10,837 built the previous holiday week, but down 2.21 percent from last year's 12,638.

So far this year, there have been 229,298 trucks completed, down 3.58 percent from 237,812 built in the comparable period last year.

The Ford St. Thomas car point was idle last week (May 30) due to overstocked inventory.

International Harvester's Chatham and Vancouver facilities remained closed for model changeover. Operations there, idled May 23, are scheduled to resume July 25.

All other car and truck facilities returned to normal five-day operations last week.

Assembly of Chrysler's Caravelle, Gran Fury, Diplomat and New Yorker Fifth Ave. is slated to end following the last shift Friday (June 10), at the company's Windsor car point. Production of those models will be moved to St. Louis for the 1984 model run. The Windsor plant will be retooled for assembly of the 1984 front-drive T-115 van/wagons scheduled to begin in October.

Overtime heavy, but holiday trims truck production

Despite overtime schedules at 10 assembly points, and the return of Ford Motor's Michigan truck plant, holiday downtime pulled last week's domestic truck output down 10.70 percent from the previous week's five-day total.

During four days of assembly last week, the makers targeted 42,447 units, down from 47,535 the previous week, and down 1.26 percent from last year's 42,987 units.

All truck facilities were idle last Monday (May 30) in observance of Memorial Day.

The Ford Michigan truck point returned last week (May 31) following downtime to control overstocked inventory.

Saturday overtime was scheduled last week at Ford's Kansas City, Lorain, Norfolk and Twin Cities plants. Also working five days were General Motors' Janesville, Lordstown, Pontiac (S-truck) and St. Louis facilities.

Chrysler Corp.'s Belvidere point worked two daily nine-hour shifts Tuesday through Friday, while the Warren facility operated one daily nine-hour shift four days last week.

All other assembly points resumed normal eight-hour operations on Tuesday.

Party marks 75th birthday of Stillman & Hoag Buick

ENGLEWOOD, N. J. — Stillman / Hoag Buick marked its 75th anniversary and more than 750 persons attended a reception held at the dealership here.

The dealership, founded in 1908, has been a family-operated business since its inception. Walter Stillman, board chairman of the company, attributed its success to "good management, a good product and good public relations," which Stillman said meant service.

Lloyd E. Reuss, general manager of Buick, and James Perkins, general sales manager of the division, presented the Stillmans with a plaque from General Motors marking the occasion.

Encased in the plaque was a letter from GM Chairman Roger B. Smith, and President F. James McDonald noting that it "seems appropriate that two such partners in sales and service began operations at about the same time." GM marks its 75th this year as well.

Reuss noted that the organization "has exemplified excellence in their approach as evidenced by the success they have earned."

Walter Stillman added that out of the 180 employes of his operation, which includes two subsidiaries and a soon-to-open Ford dealership, one third have been with the company more than 10 years. And employes are another key to success, he said.

Stillman explained that his father started the company in 1908 with Buick, Locomobile and Haynes cars. It has been a family business and his son, Robert, the third generation, is president and runs the operations. The fourth generation will be joining the business soon.

Robert Stillman termed the day "super" and added that today with more-sophisticated cars and more demanding customers, dealers have to offer more in the way of service to customers in order to succeed.

New Delaware law protects dealerships

DOVER, Del. — Gov. Pierre S. du Pont IV has allowed legislation regulating auto dealerships to become law without his signature, according to the governor's press secretary, Robert W. Perkins.

The measure protects dealerships by restricting the rights of manufacturers to establish a new dealership within seven miles of an existing dealership in New Castle County and 10 miles in Kent and Sussex counties.

Muisenga's 25th year

ELMHURST, Ill. — Albert Muisenga, Elmhurst Motors, Inc. (Ford) received a 25-year dealer award.

U. S. CAR PRODUCTION

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
AMERICAN MOTORS	3,440	.....	4,130	16,375	24,699	75,586
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,440	.....	4,130	16,375	.....	71,515
Alliance	3,440	.....	4,130	16,375	.....	71,515
CHRYSLER CORP.	18,100	13,029	18,310	84,384	265,462	366,470
Plymouth Total	6,000	5,091	5,086	28,191	111,366	131,959
Horizon	2,600	2,007	2,252	10,663	33,479	45,279
Reliant	3,200	3,084	2,691	16,682	77,887	84,394
Caravelle ('83)	200	.....	143	846	.....	2,286
Chrysler Total	5,000	2,415	5,408	22,687	50,399	89,552
LeBaron	2,400	2,415	2,508	10,835	50,399	42,676
Chrysler E-Class	2,600	.....	2,900	11,852	.....	46,876
Dodge Total	7,100	5,523	7,816	33,506	103,697	144,959
Omni	2,600	1,789	2,928	13,468	30,990	49,916
Aries	2,900	2,779	3,446	12,926	57,928	62,078
Dodge 400	1,000	955	923	4,116	14,779	15,658
Dodge 600	600	.....	519	2,996	.....	17,307
FORD MOTOR	30,285	28,430	34,595	139,307	498,716	638,055
Ford Division	18,972	18,830	21,718	86,860	318,506	414,600
Escort	4,365	6,636	6,187	25,069	135,548	117,208
Fairmont	.....	3,303	.....	.....	53,838	23,728
Mustang	2,829	3,256	3,153	10,337	57,622	56,979
LTD/Granada	3,162	3,569	3,057	14,367	49,676	77,409
Thunderbird	4,920	1,854	5,280	22,314	18,274	90,440
Crown Victoria/Ford	1,620	.....	1,769	7,980	.....	39,282
EXP	.....	212	.....	.....	3,548	1,184
Tempo	2,076	.....	2,272	6,793	.....	8,370
L-M Division	11,313	9,600	12,877	52,447	180,210	223,455
Mercury Total	9,105	7,601	10,118	41,070	136,290	176,382
Lynx	1,555	1,648	1,109	5,206	40,077	29,033
Capri	488	648	965	2,816	13,771	11,121
Zephyr	.....	1,333	.....	.....	17,394	8,601
Marquis/Cougar	1,618	1,419	1,973	8,168	24,244	32,670
Cougar/XR7	3,174	758	3,372	13,954	5,765	45,633
Gr. Marquis/Marquis	1,683	1,764	1,904	8,577	34,273	46,246
LN7	.....	31	.....	.....	766	290
Topaz	587	.....	795	2,349	.....	2,788
Lincoln Total	2,208	1,999	2,759	11,377	43,920	47,073
Continental ('82)	221	400	276	1,120	9,317	7,400
Lincoln	1,246	981	1,567	6,462	19,501	23,810
Mark VI	741	618	916	3,795	15,102	15,863
GENERAL MOTORS	74,203	68,922	90,914	362,221	1,372,903	1,607,315
Buick Division	17,806	16,788	20,324	80,595	324,014	371,206
Skylark	2,832	2,712	3,519	9,224	58,409	42,714
Skyhawk J	1,080	2,665	1,396	6,321	42,322	30,980
Century	3,201	2,933	4,224	16,263	54,488	64,978
Regal	4,378	4,302	4,370	20,299	82,889	108,364
Buick	5,411	3,280	5,952	24,863	69,898	105,953
Riviera	904	896	863	3,625	16,008	18,217
Cadillac Division	4,865	4,422	6,503	28,674	106,871	144,497
Cimarron	209	37	277	1,266	1,431	9,433
Seville	496	278	744	3,169	10,985	15,671
Eldorado	1,136	1,189	1,667	7,115	27,462	34,079
Cadillac	3,024	2,918	3,815	17,124	66,993	85,314
Chevrolet Division	25,131	21,166	34,669	123,228	426,591	503,623
Chevette	3,621	4,494	4,248	13,859	94,283	83,014
Cavalier	5,422	1,116	6,148	27,416	37,639	106,452
Celebrity	3,760	1,397	4,273	14,771	29,970	41,275
Camaro	4,194	4,289	4,696	19,344	97,022	83,097
Citation	1,152	4,370	7,962	13,536	72,742	50,289
Malibu	2,992	2,893	3,227	14,972	47,014	66,232
Monte Carlo	1,913	1,569	1,943	9,323	25,890	39,908
Chevrolet	1,597	554	1,563	7,529	9,178	24,472
Corvette	480	484	609	2,478	12,853	8,884
Oldsmobile Division	18,622	13,987	20,056	91,035	327,647	424,088
Omega	1,216	1,674	1,621	4,703	36,621	27,073
Firenza	804	758	1,004	4,766	29,381	20,506
Cutlass	5,340	3,844	5,323	25,066	79,521	123,404
Cutlass/Ciera	3,682	2,574	4,472	20,911	52,936	81,912
Oldsmobile	6,916	4,424	6,887	32,356	113,942	154,097
Toronado	664	713	749	3,233	15,246	17,096
Pontiac Division	7,779	12,559	9,362	38,689	187,780	163,901
Acadian†	.....	364	599	2,050	5,609	7,871
2000	2,243	1,187	2,343	10,664	14,151	42,749
1000	886	1,182	1,407	4,937	12,230	17,658
Firebird	2,092	2,823	2,488	9,001	56,231	39,715
Phoenix	584	1,818	471	2,194	18,979	12,569
G. Prix/B'ville ('83)	1,974	3,533	2,054	9,843	67,393	43,429
6000	.....	1,552	.....	.....	13,187	.....
HONDA	960	.....	1,111	4,473	.....	13,648
VOLKSWAGEN	1,880	.....	2,262	6,687	40,022	40,023
CHECKER	.....	100*	.....	.....	1,663*	.....
Total Cars, U. S.	128,868	110,481	151,322	613,447	2,203,465	2,741,097

CANADIAN CAR PRODUCTION

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
AMERICAN MOTORS	820	485	653	3,438	12,036	13,567
CHRYSLER CORP.	5,232	3,531	4,441	21,534	74,503	101,976
FORD MOTOR	4,818	9,002	7,132	23,738	141,143	88,407
GENERAL MOTORS	12,928	8,144	10,464	52,190	169,032	240,676
VOLVO	225	225	225	945	4,737	4,590
Total Cars, Canada	24,023	21,387	22,915	106,845	401,451	449,216
N. American Cars	152,891	131,868	174,237	720,292	2,604,916	3,190,313
N. American Trucks	54,806	55,625	58,372	266,222	1,107,046	1,173,672
North American Cars and Trucks	207,697	187,493	232,609	986,514	3,711,962	4,363,985

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
CHEVROLET	15,362	13,635	16,392	76,278	294,862	326,157
DODGE	2,600	2,804	2,610	12,073	56,705	57,352
FORD	16,107	16,553	17,813	83,880	311,886	372,776
GMC	4,251	5,747	6,174	24,126	110,409	109,757
INTERNATIONAL	1,245	1,198	1,258	4,632	22,619	21,225
VOLKSWAGEN	.....	.....	.....	146	7,062	2,079
JEEP	1,832	2,000*	2,238	9,303	38,711*	32,978
AM GENERAL	50*	50*	50*	220	980*	1,050
MISCELLANEOUS	1,000*	1,000*	1,000*	4,400	26,000*	21,000
Total Trucks, U. S.	42,447	42,987	47,535	215,058	869,234	944,374

CANADIAN TRUCK PRODUCTION

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
CHRYSLER CORP.	2,652	2,087	2,764	11,805	45,543	59,329
FORD MOTOR	3,547	3,825	2,901	14,865	62,463	59,517
GENERAL MOTORS	6,160	6,462	5,172	24,000	124,377	107,236
INTERNATIONAL	.....	264	.....	494	5,429	3,216
Total Trucks, Canada.	12,359	12,638	10,837	51,164	237,812	229,298
N. American Trucks	54,806	55,625	58,372	266,222	1,107,046	1,173,672

†—How includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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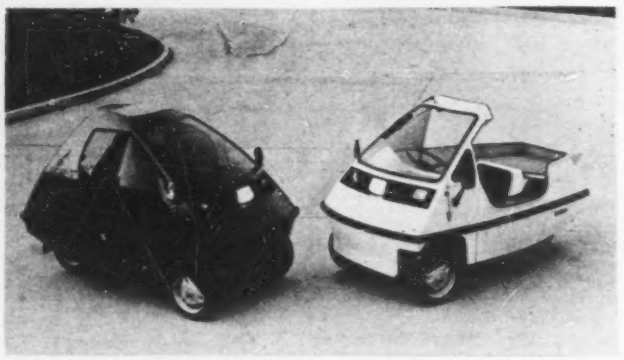
Japanese 3-wheelers



Zeroing in on Zoe Zipper

These three-wheel Japanese-built vehicles, called the Zoe Zipper, are being marketed in the U. S. by Zoe Motors, Inc., Los Angeles, for about $3,500. Weighing about 370 pounds, the Zipper is just under seven feet long, four feet wide and 4½ feet high. Powered by a 5-HP Honda motorcycle engine, the Zipper can reach 45 MPH, and fuel economy is estimated at 112 MPG. Story on Page 6.

Inventory steady at 1.2 million; sales rate higher

Car supply now 47 days

By Richard A. Wright
Assistant Managing Editor

The day's supply of new cars continued to decline during May to the point where a number of lines were in short supply June 1.

The June 1 domestic new-car inventory totaled 1,194,510, a 47-day supply, compared with the month-earlier stockpile of 1,193,296, a 53-day supply. The smaller days-supply figure June 1, despite the slight increase in the unit count, was the result of a higher selling rate.

A year earlier, the domestic new-car inventory totaled 1,212,727 on June 1, which was a 52-day supply.

General Motors, American Motors and Volkswagen of America trimmed stockpiles during May and all the corporate makers opened June with lower days-supply figures than a month earlier.

• GM had a 42-day supply of new cars June 1, down from 49 days a month earlier. GM was still very short of Corvette, Cutlass, Olds 88 and 98, but surprising shortages developed in Skyhawk, Cavalier and Pontiac 2000.

Ford Motor Co. opened June with a 57-day supply, down from 64 days a month earlier. Ford's stockpile included still-short supplies of the new Tempo and Topaz.

Chrysler Corp. had a 53½-day supply June 1, down from 59 days May 1. The corporation's stockpile was generally well-balanced, and was heavier in big cars than small.

AMC had a 45-day supply, unchanged from a month earlier, as it has managed to build a somewhat stronger inventory of its hot-selling Alliance. The maker's supplies of Concords and Spirits were nearing the vanishing point.

VWoA trimmed its stock during the month from 91½ days to 63 days June 1. American Honda had a 24-day supply of U. S.-built Accords June 1, up from 16 days a month earlier.

The June 1 domestic inventory was divided this way: GM, 53.78 percent; Ford Motor Co., 26.31 percent; Chrysler Corp., 15.12 percent; AMC, 2.74 percent; VWoA, 1.78 percent, and Honda, 0.27 percent.

A month earlier, the domestic inventory was divided as follows: GM, 55.89 percent, Ford Motor Co., 24.12 percent; Chrysler Corp., 14.99 percent; AMC, 2.85 percent; VWoA, 1.98 percent, and Honda, 0.17 percent.

• By size class, the domestic new-car inventory was in better balance than ever. The industry had 46-day supplies of subcompacts and compacts, compared with a 59-day stock of subcompacts and a 49-day supply of compacts a month earlier.

It had a 50-day supply of intermediates June 1, unchanged from a month earlier, a 43-day stock of standards, down from 47 days, and a 49½-day supply of luxury cars, down from 53 days.

The June 1 domestic inventory was divided this way by market segment: Subcompact, 17.18 percent; compact, 21.53

Continued on Page 64, Col. 4

Steyr-Daimler-Puch due to buy Utah firm for $10 million

DeLorean near sale of Logan Mfg.

By Edward Lapham
Senior Editor

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John Z. DeLorean is close to a final agreement to sell his Logan Mfg. Co. to a group headed by Steyr-Daimler-Puch AG for $10 million, Automotive News learned last week.

The former auto executive, who faces federal drug trafficking charges in Los Angeles, has been trying to sell the Utah-based maker of snow-grooming equipment for several months (Automotive News, Feb. 28, 1983).

Terms of the tentative agreement, due to be consummated before July 25, call for a new corporation to acquire from DeLorean all land, equipment and other assets of Logan, except cash on hand, for $6 million in cash and a $4 million, 11 percent land contract on land and other capital assets, Automotive News sources said.

Logan Mfg. is a division of DeLorean Mfg. Co., which is a wholly owned subsidiary of Cristina, a Nevada corporation that is owned entirely by John DeLorean. DeLorean Mfg., originally John Z. DeLorean Corp., also was the corporate parent of DeLorean Motor Co., now in Chapter 11 bankruptcy proceedings in Detroit (story on Page 2).

The name was changed when JZDC acquired Logan from Thiokol Corp. on June 28, 1979, for $9.1 million. That transaction, however, did not include the land, which DeLorean acquired separately in a swap for a portion of his avocado farm in San Diego County, valued at more than $4 million.

A new U. S. unit of Steyr-Daimler-Puch likely will be the majority shareholder in the new corporation which will acquire Logan. Another shareholder likely will be a U. S. subsidiary of an Austrian bank and its U. S. affiliate which are involved in the transaction.

Georg Zamorsky, Steyr-Daimler-Puch spokesman in Vienna, told Automotive News last week the "acquisition is still pending" and that "final decisions" on some of the mechanics of the transaction "have not yet been made."

Steyr is an Austrian company which manufactures bicycles, mopeds and firearms as well as automotive products. The company is involved in several worldwide joint ventures.

It is a partner in truck production with Toyota in Nigeria, builds four-wheel-drive minibuses for Volkswagen, supplies 4-wheel-drive components to other manufacturers and produces the G Wagen, developed in conjunction with Mercedes-Benz, which has military applications.

Steyr also had a joint venture with BMW to produce gasoline and diesel engines. However, BMW bought out Steyr's share one year ago.

The pending sale of Logan is likely to generate some interest in California. When it was disclosed in Automotive News in February that DeLorean was interested in selling Logan, Assistant U. S. Attorney James Walsh went to court and asked to have DeLorean's bail raised, claiming he was a flight risk.

Logan also has been the focus of inquiries by the U. S. Internal Revenue Service and other investigators who suspect the company may have been acquired with funds originally intended for the sports-car project (Automotive News, March 28, 1983).

In April, it was disclosed in federal court in Los Angeles

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breaking news

Cherry appointed Opel design chief

LUTON, England.—Wayne K. Cherry, 45, has been named director of design for Opel, succeeding Gordon M. Brown, who was killed in an accident May 21. Cherry had been at Vauxhall since 1965, most recently as director of design at Bedford. John Taylor, chief Bedford designer, has been named manager of design, Bedford Commercial Vehicles.

L-M to import $15,000 Sierra for '85

DETROIT. — Lincoln-Mercury plans to import the German-built Sierra XR4 for the '85 model year, according to L-M General Manager Gordon MacKenzie. A company spokesman said the three-door, rear-drive XR4 for the U. S. will be powered by a special 2.3-liter turbocharged four-cyl-

See BREAKING NEWS, Page 8, Col. 1

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Service Index shows another monthly gain

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships continued on the upside in April, according to the Automotive News Service Index, but the rate of growth slowed fractionally.

Shop volume in April amounted to 103.6 percent of the business conducted in April, 1982. In March, dealers' service and parts business was 103.9 percent of the year-earlier volume.

However, business in both months was better than the volume in February when it dipped to 99.5 percent of that done in February, 1982.

As in the previous month, four of the five indicators used in the Service Index showed gains in April. The number of repair orders written declined again in April — down 1.8 percent — for the third consecutive month.

The indicator showing the biggest increase was gross profit on all labor, parts and accessory sales — the most important indicator from the dealers' viewpoint — up 6.9 percent, followed by sales of all parts and accessories, which advanced 5.6 percent in April.

Total labor sales (customer-paid and warranty) increased 2.3 percent, while shop parts sales (those used on both customer-paid and warranty work) were up 0.1 percent over the year-earlier volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first four months of 1983, service and parts volume was 103.8 percent of the volume for the same period a year ago.

Gross profit showed an increase of 5.6 percent, followed by labor sales, up 4.0 percent, while shop parts sales advanced 3.7 percent.

Sales of all parts and accessories were up 3.1 percent, while repair orders written declined 1.9 percent for the period.

SERVICE INDEX
103.6*

	April, '83 vs. April, '82	4 mos., '83 vs. 4 mos., '82
Gross Profit on All Labor and P&A Sales	+ 6.9%	+ 5.6%
Repair Orders Written	− 1.8%	− 1.9%
Total Labor Sales (Customer & Warranty)	+ 2.3%	+ 4.0%
Shop Parts Sales (Customer & Warranty)	+0.1%	+ 3.7%
Sales of All Parts and P&A	+ 5.%	+ 3.1%

*—Survey by Automotive News shows that dealers' service and parts business in Apr., 1983, was 103.6 percent of business in Apr., 1982. Service business in the four months of 1983 was 103.8 percent of business in the corresponding period in 1982.